

## **CrossTown Connect TMA Director – Job Description**

A Transportation Management Association (TMA) is traditionally a partnership between businesses and communities. TMA participants are joined together for the purpose of reducing traffic congestion and air pollution and improving transportation options in a defined region.

CrossTown Connect is a unique TMA that is being formed in the communities of Acton, Boxborough, Concord, Littleton, Maynard, Stow and Westford.

The TMA Director has the resources of additional support staff for events and administrative support.

The TMA Director's Responsibilities will include:

- Through coordination with member-company representatives the Director will develop and implement a fiscally sound annual budget, an annual workplan, and an annual marketing plan.
- Work with the MBTA, LRTA, MART the TMA Board of Directors, and private carriers to improve connections to, and promote the use of, all modes of public transportation;
- Identify funding mechanisms (e.g. private memberships and public grants) for the advancement of public transportation in general and long-term stability of the organization, and apply for grants as applicable and manage said grants if awarded;
- Work with participating employers to establish on-site commuter programs, develop programs designed to meet each employers specific needs based on feedback from the employer, including the training of Employee Transportation Coordinators.
- Design and conduct promotional events and activities to encourage employees of member companies to rideshare (carpool, vanpool, or take public transportation). Create, produce and distribute dynamic current marketing materials to support all promotional efforts;
- Promote web-based ridematching program to assist in forming carpools and vanpools;
- Serve as the primary contact for outside agencies such as the MassCommute, Massachusetts Department of Transportation, MassRIDES, or others as necessary on transportation matters, participate in meetings of these organizations as needed;
- Market the TMA to new employers to encourage participation in the TMA;
- Coordinate advocacy efforts to legislative branches or other agencies for transit/highway/intersection improvements. Monitor legislation and provide relevant reports to the Board. Provide permitting feedback/assistance on existing and new projects;

- Provide support to organizations working on grass-roots local and regional transportation-related issues including coordinating volunteer activities for transportation-related projects;
- Facilitate bi-monthly Board meetings (excluding summer months) including the preparation of minutes, agenda, and topics for discussion, invite guest speakers on relevant topics to participate;
- Attend regional transportation-related meetings as directed and participate in training and information sessions offered locally to enhance knowledge on relevant topics
- Work with city, state and federal officials where necessary, to implement programs to help reduce traffic congestion in the area;
- Oversee the central dispatch operations for the participating communities;
- Work with member communities to coordinate existing transportation services including, but not limited to, Council on Aging shuttles;
- Other TMA responsibilities, tasks and projects as directed or allowed by the TMA Board of Directors.